

Poster  
Besos robados (Originalfilmtitel:  
Baisers volés)

René Azcuy Cárdenas  
1970



Plakat, Besos robados (Originalfilmtitel: Baisers volés),  
1970  
Erscheinungsland: Kuba  
Gestaltung: René Azcuy Cárdenas  
Auftrag: Instituto Cubano de Arte e Industria  
Cinematográficos, ICAIC, Havanna, CU  
Material / Technik: Siebdruck  
76 × 51 cm  
Eigentum: Museum für Gestaltung Zürich / ZHdK

After the Cuban revolution, movie posters funded by the national film institute, the ICAIC, developed their very own aesthetic. With his poetically incisive posters, René Azcuy Cárdenas (b. 1938) was one of the better-known representatives of this new visual culture.

Like many of his contemporaries, René Azcuy Cárdenas attended the renowned art school in Havana. Early on in his career, he dedicated himself to poster design, and he created posters for the Instituto Cubano de Arte e Industria Cinematográficos (ICAIC) until the early 1980s. A characteristic of Cuban movie posters is that they do not rely on simple montages of still photographs that merely recount the plot. Cárdenas's posters often feature a strongly pared-down palette and reworked photographic set pieces. In the comical but melancholic movie *Baisers volés* (*Stolen Kisses*), François Truffaut's (1932–1984) alter ego, Antoine Doinel, becomes entangled in various amorous adventures. Cárdenas succeeded in summarizing the content and title in a symbolic manner. His design is both sensuous and playful, and is masterful in evoking

the spirit of the movie. (Bettina Richter)

<https://www.eguide.ch/en/objekt/besos-robados-originalfilmtitel-baisers-voles/>

Museum  
für Gestaltung  
Zürich

Zürcher  
Hochschule der  
Künste

museum-gestaltung.ch  
eGuide.ch  
eMuseum.ch